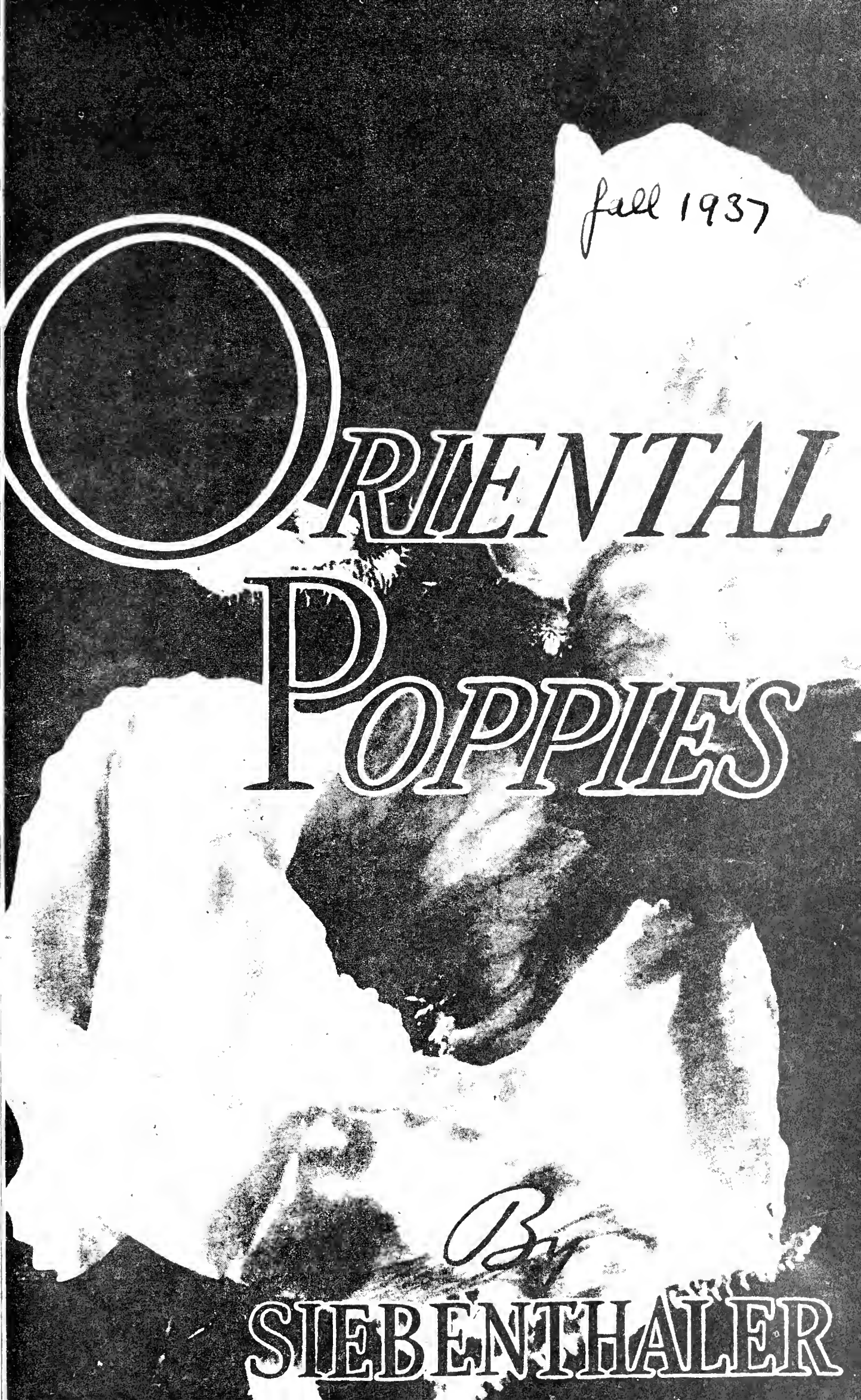


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fall 1937



ORIENTAL POPPIES

By
SIEBENTHALER

STRANGER than fiction are some of the modern creations in horticulture. The Black Tulip once caused a political upheaval in Holland, the seedless orange changed the fruit industry of California and now the Oriental Poppy promises to change the complexion of our gardens.

It is being made to reproduce itself in heretofore unknown colors. No longer must we content ourselves with the old fashioned orange red poppies of our grandmother's garden. These aristocrats of the flower world may now be had in "Old Rose Pink", "Lilac-rose", "Golden Orange", "Coral Pink", "Carmine", "Flame Scarlet", "Shrimp Pink", "Cerise" and in fact many other shades which harmonize beautifully with other spring flowers.

The color descriptions marked * are taken from "Color Standards and Nomenclature" by Ridgway, and are checked repeatedly for accuracy. The numeral following the name indicates the usual height when in bloom.



JOHN III
See Page Five

WHEN TO PLANT ORIENTAL POPPIES--JULY AND AUGUST.
The balance of the year, even through the winter months, they are in an active growing condition. The dormant season, unlike most other plants, is midsummer and if moved then good results are sure to be secured. Of course, the clumps increase in size with age and may be left in the same spot for many years.



SIEBENTHALER POPPIES
are strong, field grown plants, ready for planting directly into their permanent place in the garden or perennial border.

The following alphabetical list contains not only the latest introductions of the leading plant breeders of this country and Europe but many originated by us.

	Each	Per 3
APRICOT QUEEN--32 in. True Apricot, large silky petals.	.50	1.25
AUSTRALIA--42 in. Large massive flowers of ox blood or Spectrum Red* on rigid stems. A fine new introduction.	2.50	
BARR'S WHITE--Large, pure white flowers with purplish black spots. Free blooming and healthy grower.	2.00	
BEAUTY OF LIVERMERE--39 in. Deep Spectrum Red* on sturdy, erect stems with distinctive foliage.	.75	2.00

<p>BETTY ANN--24 in. (Siebenthaler 1935) This beautiful crinkled flower of La France Pink* has caused more favorable comment than any of our other hundred or more promising new sorts. There are no spots. It is a most profuse bloomer and a single plant makes a veritable bouquet in itself. And more than that, it lasts longer as a cut flower than any other variety so far observed. Limited quantity</p>	2.00	5.00
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	Each	Per 3
BIG JIM--36 in. (Siebenthaler 1935) Mammoth, gorgeous flowers of deep maroon, combining the outstanding color of Lula A. Neeley with the sturdy vigorous growth of Joyce.	2.00	5.00
CAVALIER--34 in. New Neeley introduction. Nopal Red* flower, crinkly petals, fine, erect stem carrying well proportioned dark green foliage.	1.00	2.50
CERISE BEAUTY--32 in. Old favorite bearing many medium sized flowers of Rose Doree* or light cerise color.	.50	1.25
COLONEL BOWLES--26 in. Scarlet red, immense flower.	1.00	2.50
DAINTY LADY--28 in. Very delicate shade of shell pink, rose blotch.	2.50	
DELICATA--30 in. Unusual in color. Purplish- vinaceous* or old rose pink. Heavy bloomer and does best where shaded from mid-day sun.	1.00	2.50
E. A. BOWLES--26 in. Peach Red* to Coral Red*; very large six-petalled flower on heavy, erect stem with good foliage.	.75	2.00
ECHO--Neeley's new seedling, delightful silvery pink, maroon spot.	5.00	
EDNA PERRY--28 in. Alizerine Pink*. Bright pink of good form, medium sized and limited number of flowers.	.75	2.00
ENCHANTRESS--Neeley's seedling of Master- piece. Soft lilac-rose. A magnificent new variety.	5.00	
ENFIELD BEAUTY--44 in. English introduction. Large cherry-pink flower on tall erect stem.	1.00	2.50
ETHEL SWETE--An English variety similar to Mrs. H. G. Stobart, of pleasing cerise pink, flowers of medium size.	2.00	
FLAMING BEN--20 in. Immense flame-scarlet flowers on short, heavy stems.	2.00	

"I bought 'Nancy' and 'Trilby' of you last year and both had large and perfect blooms. They are making good growth this fall in spite of the hot, dry season we had." Miss F. Y., Louisville, Ky.

DAYTON, OHIO

	Each	Per 3
FLANDERS--32 in. Deep crimson.	1.00	2.50
GAIETY--Light iridescent pink.	2.00	5.00
GOLD OF OPHIR--24 in. New Neeley introduction. Golden orange which develops into the nearest yellow of any Oriental Poppy as the plant grows older. May be disappointing the first year, but will repay you for waiting.	1.00	2.50
GOLIATH--24 in. Brilliant Scarlet*. Short stocky stem and immense blooms.	.75	2.00
HARMONY--Satiny, deep rosy lavender.	2.00	5.00

<p>HELEN ELIZABETH--24 in. (Siebenthaler 1935) This is a real acquisition of light La France Pink*. The petals are deeply crinkled and show no evidence of spots or blotches. Just the right shade to plant with light blue delphiniums.</p>	<p>3.50 10.00</p>
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HENRI CAYEUX--30 in. Veronia Purple*, might be called Old Rose shading into Burgundy. An early bloomer and good grower with distinctive gray-green foliage. Flowers most attractive where protected from mid-day sun.	1.00	2.50
HERCULE--42 in. Immense flower, often nine inches across, of true Scarlet*, borne on extra tall and sturdy stems. A leader in its color class.	.50	1.25
JEANNIE MAWSON--32 in. Geranium Pink* flowers of good size on erect stems.	.50	1.25
JOHN III--21 in. (Siebenthaler 1935) This is a choice poppy with dainty flowers of coral pink. A vivid color with no base spots. Besides, the petals remain crinkled until they drop. A new lasting quality seems to be developed here, holding up in water appreciably longer than the older varieties.	3.50	10.00

"The poppies all came beautifully and bloomed. Your stock is certainly good, healthy and strong. "Harmony" was breath-taking in its beauty - the plant throwing up six flower stalks, tall and straight, and the flowers huge." Mrs. H. A. F., Lombard, Ill.

"My Wunderkind Poppy was Queen of the Garden, and attracted much attention." Mrs. A. G., Albuquerque, N.M.

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	Each	Per 3
JOYCE--48 in. Spectrum Red* or may be described as cherry-red in color. Flowers are of medium size borne on tall, perfectly straight stems. We consider it one of the very best garden varieties.	.50	1.25
JULIA BUCK--34 in. Deep coral pink, somewhat deeper in color and larger than Mrs. Perry. Stems are rigid and foliage is well proportioned. New Neeley introduction.	1.50	4.00
JUNE DELIGHT--Neeley hybrid of bright, silvery pink, magnificent flower.	5.00	
KING GEORGE--Large fringed flowers of brilliant scarlet.	1.00	2.50
LACH'S KOENIGEN--Peach-red with pink cast.	1.00	2.50
LEON LAURENT--Clear wine-red. Excellent.	1.50	4.00
LIGHTNESS--26 in. This variety produces flowers with a variable amount of white at the base, deepening to Jasper Pink* at the edges of the petals.	.75	2.00
LITTLE PRINCE--Attractive scarlet of dwarf growth.	1.00	2.50
LITTLE SHRIMP--18 in. (Siebenthaler 1935) A veritable gem with great quantities of very small shrimp-pink flowers on slender, erect stems. No spots. Of most unusual size and habit that gives it a place at the front of the border.	1.00	2.50
LORELEY--24 in. Red.	1.50	4.00
LULA A. NEELEY--34 in. A Neeley introduction and considered very fine. Flowers are of medium size and their color is between Spectrum Red* and Carmine*. Does well as a cut flower.	1.50	4.00

SOIL CONDITIONS FOR ORIENTAL POPPIES--They will thrive and prosper in any good garden soil, whether it be sandy, clay, loam, or even heavy clay. However, they dislike having water stand over them for any prolonged period, or even where the water level is as close as six inches from the surface of the ground. They do not seem to be particular as to lime or acid soils, nor should they have any strong fertilizer in any form. Leaf mold seems to be their favorite source of food.

DAYTON, OHIO

	Each	Per 3
MAGNIFICUS--26 in. A purple, very similar to Henri Cayeux, but ten days later and darker foliage.	1.50	4.00
MAHONY--44 in. Oxblood Red* or mahogany in color. Very unusual and a fine garden variety.	1.00	2.50
MANCHU'S FAN--Glowing scarlet flowers with heavy bracts which support the petals on two opposite sides causing the bloom to resemble a face.	3.00	
MANDARIN--28 in. A splendid Scarlet* with no spot in the flowers of established plants.	1.50	4.00
MARY ELLEN--24 in. (Siebenthaler 1935) This new one is unusual in that it opens flat, making a very different but most pleasing effect. It is a pale Shrimp Pink* and produces most abundantly.	2.00	5.00
<div> <p>MARY JANE MILLER--Dr. Neeley named this latest introduction of his in honor of his Mother. A perfectly gorgeous, large flower of Geranium Pink*, tall growing, early, and a prolific bloomer.</p> <p>3.50 10.00</p> </div>		
MAY QUEEN--Very double orange-scarlet.	.75	2.00
MAY SADLER--30 in. Salmon-pink.	.50	1.25
MRS. BAKER--Iridescent Spectrum Red*.	.75	2.00
MRS. HEENK--Excellent rose color, high quality.	1.50	4.00
MRS. H. G. STOBART--An old English favorite with brilliant cerise-pink flowers of large size on tall, sturdy stems. Never enough grown to meet the demand.	2.00	
MRS. JOHN HARKNESS--28 in. A free flowering light pink very similar to Mrs. Perry.	.50	1.25

CARE OF ORIENTAL POPPIES--Oriental Poppies need very little special care, as they are not ordinarily susceptible to disease or insect pests. About the only care which is necessary is the usual cultivation and weed control, and when new plants are entering their first winter it is well to mulch the surface of the ground under the leaves of the plant with a light layer of excelsior or straw. Newly planted poppies require moderate watering if a dry season should prevail following their planting.

THE SIEBENTHALER COMPANY

	Each	Per 3
MRS. PERRY--29 in. The old favorite salmon-pink or Geranium Pink* of Ridgway. Rather loose growing plant.	.50	1.25
NANCY--28 in. Deep crimson with glossy black blotches at base of petals.	1.00	2.50
NEELEY'S LAVENDER--Rose-lavender or old rose.	5.00	12.50
NEELEY'S PINK--Medium sized flowers of pleasing pink tone.	1.00	
NEGRILLON--30 in. A French variety with flowers of a very unusual color, Bordeaux*, between Harmony and Mahony, somewhat of a purplish carmine. The first to bloom after Olympia. It holds its color well if shaded from the hot sun.	1.50	4.00
OLD ROSE--A Neeley variety described by its name. Rather delicate.	3.00	
OLYMPIA--32 in. The earliest poppy to bloom. Small, double Flame Scarlet* flowers profusely borne on sprawling stems.	.35	1.00
PEARL PINK--Delicate shade of pearly pink, vigorous growth. No spot.	2.00	5.00
PERFECTION--32 in. Large, well formed Jasper Pink* or light coral flowers on sturdy, upright stems. Well shaped plant and splendid foliage.	.75	2.00



DAYTON, OHIO

	Each	Per 3
PERRY'S WHITE--Satiny white, dark maroon base.	1.00	2.50
PINK BEAUTY--32 in. Salmon pink. Very much like Mrs. Perry, but slightly taller and a better shaped plant.	.50	1.25
PRIMIER--24 in. Flame-scarlet of giant size.	1.50	
PRINCE OF ORANGE--Fine new distinct orange color. Rare.	2.00	
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PRINCE OF WALES--28 in. Light Jasper Red*, or coral pink flowers of large size on sturdy stems. A good mid-season bloomer.	1.00	2.50
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PRINCESS ENA--34 in. Small coral pink tulip shaped flowers on tall, slender, erect stems which place the flowers well above the foliage. Fine to use with delphiniums.	.50	1.25
PROSERPINE--36 in. Immense Scarlet Red* flowers borne on heavy, upright stems. One of the best of its class.	1.00	2.50
PURITY--Pure, soft pink without spot or blemish. Neeley Hybrid.	5.00	
RED LACQUER--44 in. Deep crimson of giant size.	1.50	4.00
ROSE GLORY--Bright rose pink blooms on thrifty plants. Prolific bloomer.	2.00	

ARRANGEMENT OF POPPIES IN THE GARDEN--Oriental poppies have long suffered the reputation of not harmonizing with other garden flowers. This idea is the fruit of ignorance, for there are a great many varieties of poppies which will go well with any other respectable garden flowers. One of the prettiest garden combinations conceivable is a soft pink poppy such as Watteau or Pink Beauty in combination with Belladonna Delphinium and Madonna Lilies. Another good combination is the variety Welcome used with Regal Lilies with a good variety of Mock Orange as a background. Of course, the promiscuous use of the old-fashioned seedling oriental poppies does create a clash of colors in the garden, but a little forethought in the proper selection of named varieties will avoid any such criticism. The deep red oriental poppies always make a splendid appearance where they can have a background of dark green evergreens or white blooming shrubs such as Syringas.

THE SIEBENTHALER COMPANY

S EQUENCE OF BLOOM--Recent developments in the varieties of Oriental Poppies have extended the period of bloom a great deal. With the proper selection of varieties we can now extend the poppy season over a period of nearly six weeks, beginning the 15th of May and ending the first of July. The earliest variety to bloom is the double, orange colored Olympia. This is soon followed by May Queen and Harmony. Other very early varieties coming before the first of June are Henri Cayeux, King George, and Beauty of Livermere. The first half of June brings Lula A. Neeley, Purity, Enfield Beauty, Cerise Beauty, Julia Buck, and Mahony into bloom. These are followed by Lightness, Salmon King, Gaiety, Joyce, and then come Perfection, Perry's White, Wunderkind, Mandarin, and Trilby. The season is usually ended with the last flowers of Mrs. Stobart, Loreley, Colonel Bowles, and Echo.

	Each	Per 3
ROSE QUEEN--28 in. Old rose.	1.00	2.50
SALMON KING--26 in. Peach Red* or salmon colored flowers slightly larger than Salmon Queen.	1.00	2.50
SALMON QUEEN--28 in. An old favorite salmon variety of medium size.	.50	1.25
SASS PINK--Large flowers of delicate flesh-pink.	1.50	4.00
SILVER BLICK--24 in. Very large Jasper Pink* flowers with a silvery sheen and blue markings at base of outer petals.	.75	2.00
SILVER QUEEN--Silvery white, delicate color and texture.	5.00	12.50
SPOTLESS--22 in. A beautifully soft pink, well described by its name.	.75	2.00
TOREADOR--32 in. A genuine Carmine* poppy of immense size, nine inches across the spread petals, with beautiful base markings and very crinkly. One of the best dark red poppies.	3.50	10.00
TRILBY--26 in. Dark, lustrous red.	1.50	
WATTEAU--24 in. Shrimp Pink* or flesh-coral colored, small sized, but abundant flowers on compact, well formed plant. This is the finest poppy for border planting.	1.50	4.00



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Ship C.O.D. and I will pay postman full pur-
chase price plus transportation charges. _____

No.		Each	Three	Total	No.		Each	Three	Total
....	APRICOT QUEEN50	1.25	MANCHU'S FAN	3.00	
....	AUSTRALIA	2.50		MANDARIN	1.50	4.00
....	BARR'S WHITE	2.00		MARY ELLEN	2.00	5.00
....	BEAUTY OF LIVERMERE .	.75	2.00	MARY JANE MILLER	3.50	10.00
....	BETTY ANN	2.00	5.00	MAY QUEEN75	2.00
....	BIG JIM	2.00	5.00	MAY SADLER50	1.25
....	CAVALIER	1.00	2.50	MRS. BAKER75	2.00
....	CERISE BEAUTY50	1.25	MRS. HEENK	1.50	4.00
....	COLONEL BOWLES	1.00	2.50	MRS. H. G. STOBART ..	2.00	
....	DAINTY LADY	2.50		MRS. JOHN HARKNESS ..	.50	1.25
....	DELICATA	1.00	2.50	MRS. PERRY50	1.25
....	DUKE OF TECK50	1.25	NANCY	1.00	2.50
....	E. A. BOWLES75	2.00	NEELEY'S LAVENDER ...	5.00	12.50
....	ECHO	5.00		NEELEY'S PINK	1.00	
....	EDNA PERRY75	2.00	NEGRILLON	1.50	4.00
....	ENCHANTRESS	5.00		OLD ROSE	3.00	
....	ENFIELD BEAUTY	1.00	2.50	OLYMPIA35	1.00
....	ETHEL SWETE	2.00		PEARL PINK	2.00	5.00
....	FLAMING BEN	2.00		PERFECTION75	2.00
....	FLANDERS	1.00	2.50	PERRY'S WHITE	1.00	2.50
....	GAIETY	2.00	5.00	PINK BEAUTY50	1.25
....	GOLD OF OPHIR	1.00	2.50	PRIMIER	1.50	
....	GOLIATH75	2.00	PRINCE OF ORANGE	2.00	
....	HARMONY	2.00	5.00	PRINCE OF WALES	1.00	2.50
....	HELEN ELIZABETH	3.50	10.00	PRINCESS ENA50	1.25
....	HENRI CAYEUX	1.00	2.50	PROSERPINE	1.00	2.50
....	HERCULE50	1.25	PURITY	5.00	
....	JEANNIE MAWSON50	1.25	RED LACQUER	1.50	4.00
....	JOHN III	3.50	10.00	ROSE GLORY	2.00	
....	JOYCE50	1.25	ROSE QUEEN	1.00	2.50
....	JULIA BUCK	1.50	4.00	SALMON KING	1.00	2.50
....	JUNE DELIGHT	5.00		SALMON QUEEN50	1.25
....	KING GEORGE	1.00	2.50	SASS PINK	1.50	4.00
....	LACH'S KOENIGEN	1.00	2.50	SILVER BLICK75	2.00
....	LEON LAURENT	1.50	4.00	SILVER QUEEN	5.00	12.50
....	LIGHTNESS75	2.00	SPOTLESS75	2.00
....	LITTLE PRINCE	1.00	2.50	TOREADOR	3.50	10.00
....	LITTLE SHRIMP	1.00	2.50	TRILEY	1.50	
....	LORELEY	1.50	4.00	WATTEAU	1.50	4.00
....	LULA A. NEELEY	1.50	4.00	WELCOME	1.00	2.50
....	MAGNIFICUS	1.50	4.00	WUNDERKIND	3.50	10.00
....	MAHONY	1.00	2.50	WURTEMBERGIA75	2.00
					Total Purchase Price _____				

DAYTON, OHIO

THE CULTURE of Oriental Poppies is no more difficult than that of any other permanent perennial. In fact, once they are established in the garden they need very little else than clean cultivation. Being deeply rooted they rarely suffer from lack of water except possibly the first year they are planted. They do require a well drained soil of good garden loam, a little mulch of excelsior or straw under the leaves the first winter, water only in rare instances, little or no fertilizer, and plenty of room in which to grow in preferably a sunny situation. Seed pods should be removed as soon as the petals have fallen, and the entire top cut back after it has turned brown.

	Each	Per 3
WELCOME--40 in. Shiny Nopal Red*, very large flowers on heavy stems with good dark green foliage.	1.00	2.50
WUNDERKIND--33 in. Considered the finest cerise colored poppy, true Begonia Rose* shade. Well shaped plants and sturdy stems with excellent foliage. Fine for cut flowers.	3.50	10.00
WURTEMBERGIA--38 in. Nopal Red* or dark scarlet. Large flowers on good stems and foliage. An old favorite.	.75	2.00

ORIENTAL POPPIES IN BOUQUETS--When properly prepared, poppies will maintain their freshness and last as long as many other varieties of garden flowers. The newly opened flowers or buds which have burst and are showing color are the ones to cut. Then burn the cut ends of the stems over a blaze until they have charred to a length of one to two inches. Immerse the stems in cold, deep water and place in a cool, shaded location for a couple of hours, after which time they may be arranged in suitable bouquets and by adding fresh, cool water twice a day they will give surprising results.

When cash accompanies order transportation charges will be prepaid.

Residents of Ohio should include 3% sales tax with remittance.

WE SPECIALIZE

*in Poppy Raising . . . you will know
it when you see our Hardy, Healthy
Plants and our gorgeous Blooms*

Shipment of dormant roots will be made from July 15 to September 15. ● Planting should be done immediately upon arrival in any good garden soil which is well drained. The roots should be planted to a depth to allow three inches of soil above the crown. After the autumn growth appears it is advisable to mulch the plant with leaves, allowing the new growth to be exposed. This mulch should be left on until it becomes a part of the soil. ● When cash accompanies order shipment will be made prepaid, otherwise shipments will be sent C. O. D., purchaser to pay transportation.



CATALOGUE No. 135

1937